

Abstract of the Disclosure

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In a radio communication connection destination specifying method of establishing a link between electronic information communication devices in a radio communication system which executes radio communication using a radio wave, device identification information of an electronic information communication device of a connection request source is transmitted to an electronic information communication device of a connection request destination using, as radio communication, radio communication with strong directivity. The electronic information communication device of the connection request destination specifies the electronic information communication device of the connection request source on the basis of the transferred device identification information and establishes the link.